

The REX logo is a black banner with the word "REX" in white, bold, sans-serif capital letters. It is positioned in the top left corner of the page, partially overlapping the background image of a city skyline.

REX

The reb logo consists of the lowercase letters "reb" in a blue, sans-serif font. The "r" and "e" are connected, and the "b" is slightly larger and positioned to the right. It is located above the main title text.

reb

TOP 50 WOMEN IN REAL ESTATE 2018

As the challenges continue and as the cream makes its way inexorably to the top, this year's REB Top 50 Women in Real Estate ranking is unveiled.

These women represent an established pool of agents who continue to set seemingly impossibly high standards that will be difficult to match, let alone surpass, in the years ahead.

The **2018 REB Top 50 Women** has been revealed.

A small version of the REX logo, consisting of a black banner with the word "REX" in white, bold, sans-serif capital letters, located in the bottom right corner of the page.

REX

A word from our partner

Rex Software is proud to be the key partner of the REB Top 50 Women in Real Estate. Anything that helps women to back themselves, invest in their own development and feel confident to face a future of change is something we'll support. We want to applaud the female agents doing an outstanding job, whether they are our customers or not, because celebrating their achievements is empowering and uniting for the whole industry.



Now in its third year, the REB Top 50 Women in Real Estate ranking for 2018 has been unveiled. It continues to be the gold standard in performance for real estate professionals across Australia.

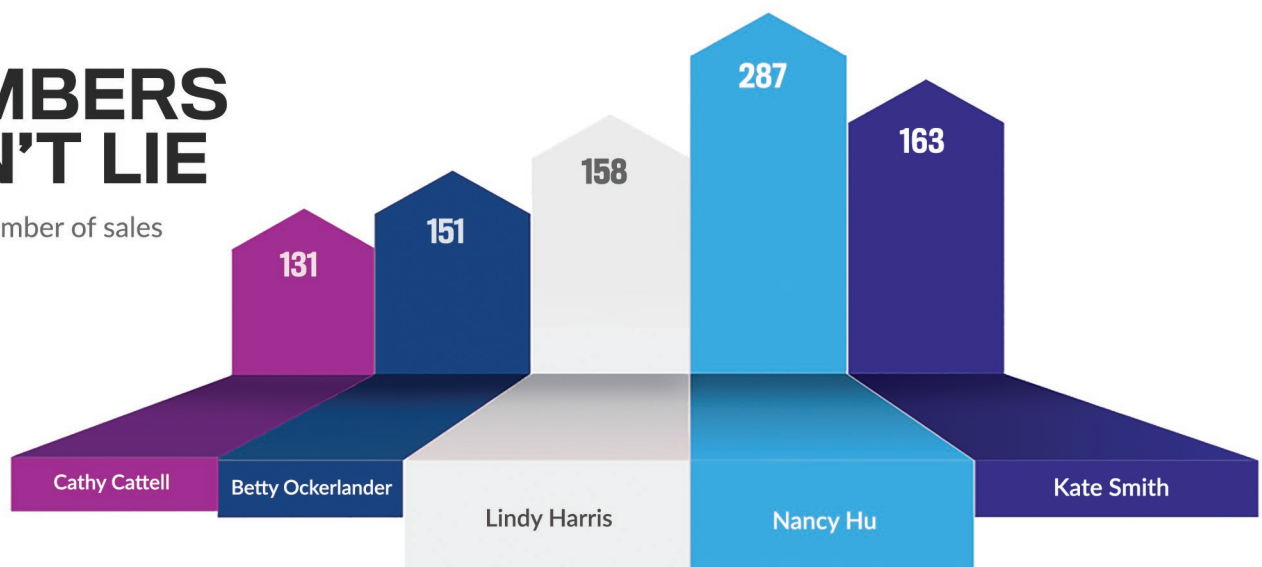
The REB Top 50 Women in Real Estate ranking is the benchmark for success for women agents in Australia.

For the third year running, the ranking celebrates the industry's leading women and recognises the contribution they make to the incredibly high performance standards the industry demands of its top achievers.

Against an ongoing backdrop of challenges, this year's REB Top 50 Women in Real Estate presents a fast-becoming established pool of women agents who continue to set seemingly impossibly high standards that will be difficult to match, let alone surpass, in the years ahead.

THE NUMBERS DON'T LIE

Highest number of sales



The metrics used to generate the REB Top 50 Women in Real Estate ranking include the number of properties sold, total dollar volume of properties sold and the average sale value. Each agent is ranked comparatively across these three metrics against their peers, with the combined comparative score used to determine the top-ranked women agents in the country.

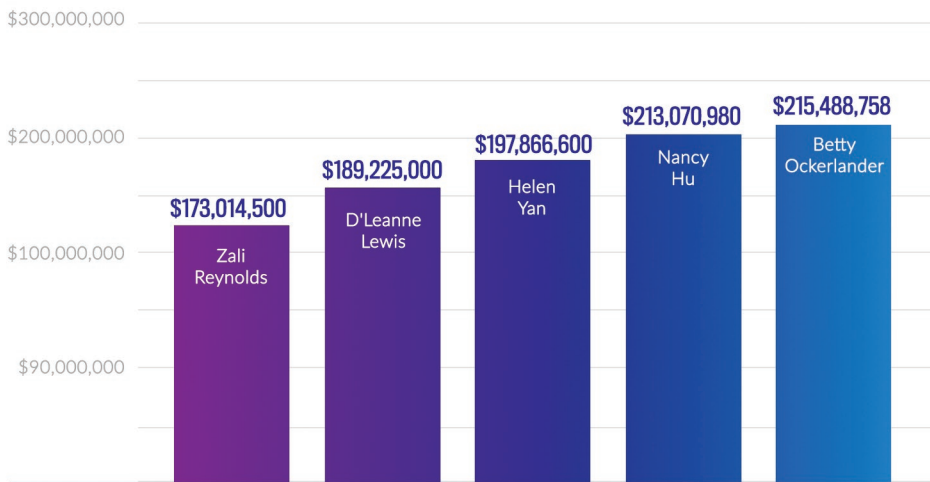
Scrutiny of the REB Top 50 Women in Real Estate ranking statistics reveals some interesting dynamics that reflect, and unsurprisingly mirror, the industry's current market characteristics.

\$5.47 billion

TOTAL VALUE OF SALES IN 2018

The total number of sales for the whole group lifted to 3,991 in 2018 after it had fallen from 3,450 in 2016 to 3,391 last year. For the top 10 performers, total sales set a new high-water mark in 2018 at 829 after it reached 759 in 2017 and 773 in 2016.

The total dollar value of sales rose to \$5.47 billion in 2018 for the top 50 women, from \$5.01 billion in 2017 and \$4.48 billion in 2016. For the top 10, it climbed to \$1.69 billion this year from \$1.55 billion last year and \$1.42 billion in 2016.



LET THE NUMBERS DO THE TALKING

Highest total sales volume











\$169.3 million

AVERAGE TOTAL VALUE OF SALES FOR THE TOP 10

This year's stats show that the profile of a top 10 woman agent is similar to what it was in 2017, but with a couple of interesting nuances. This year, the top 10 agents have 17 years' experience and 1.8 support staff members. They list 86 properties that are sold after an average 29 days on market. Their average selling price is \$2.04 million dollars and their commission is 1.71 per cent.



TOP 10 WOMEN IN REAL ESTATE

	Helen Yan <i>Ray White Balwyn</i>	1
	Betty Ockerlander <i>McGrath Estate Agents</i>	2
	Zali Reynolds <i>Marshall White</i>	3
	Vivien Yap <i>Ray White Dalkeith Claremont</i>	4
	Michelle Skoglund <i>Aqua Real Estate</i>	5
	Jennifer Carr <i>Louis Carr Real Estate</i>	6
	Lorraine Crawford <i>McGrath Estate Agents</i>	7
	D'Leanne Lewis <i>Laing+Simmons Double Bay and Bondi Beach</i>	8
	Stephanie Williams <i>Harcourts Williams</i>	9
	Annika Bongiorno <i>Stone Real Estate McMahons Point</i>	10

Last year, agents in the top 10 had 2.1 support staff members and listed 74 properties that were sold after 27 days. Average selling price has come off slightly from \$2.05 million and their commission was also higher last year at 1.8 per cent.

This indicates that the top 10 agents do more with less, that it takes a little longer to move their properties and that they earn slightly less too as the squeeze on commissions shows its face. All of this is consistent with the current market conditions across the industry.

Contrast this against a typical top 50 woman agent. Top 50 agents have, on average, one year of experience less, but list two more properties – at 88 in the year – than a top 10 woman agent does. Top 50 agents average days on market are higher at 34 days, while their average sales price is lower at \$1.37 million. Their commission is higher than a top 10 performer at 1.84 per cent and they employ an average of 1.7 support staff members – marginally less than a top 10 agent.

This is largely consistent with a top 50 profile a year ago, save that they list significantly more this time around – 88 against 70 – and their average days on market are also noticeably higher, at 34 versus 29 in 2017. The top 50 agent’s average sales price is down by \$130,000 but their commission is up from 1.78 per cent to 1.84 per cent.

Together, all of these stats suggest that as the markets begin to offer less, the country’s very best women agents are rolling up their sleeves and going to work, relying on their negotiating skill and business acumen to maintain momentum rather than the ‘free’ market handouts of earlier years.

\$2.04 million

AVERAGE SALE PRICE FOR THE TOP 10

Rank	Change	Name	Company	Suburb(s) serviced	State	Years of experience	Support staff	Average days on market	Residential property listings secured	Residential properties sold	Total value of residential properties sold	Average sale price
1	0	Helen Yan	Ray White Balwyn	Balwyn	VIC	8	1	20	115	83	\$197,866,600	\$2,383,935
2	↑6	Betty Ockerlander	McGrath Estate Agents	Epping	NSW	24	4	21	105	151	\$215,488,758	\$1,427,078
3	↑1	Zali Reynolds	Marshall White	Glen Iris	VIC	14	3	26	98	93	\$173,014,500	\$1,860,371
4	↓2	Vivien Yap	Ray White Dalkeith Claremont	Dalkeith	WA	7	2	67.7	101	91	\$165,088,000	\$1,814,154
5	↑15	Michelle Skoglund	Aqua Real Estate	Mount Eliza	VIC	12	1	30	88	91	\$154,514,000	\$1,697,956
6	↑3	Jennifer Carr	Louis Carr Real Estate	West Pennant Hills	NSW	30	2	39	95	79	\$146,583,730	\$1,855,490
7	↓1	Lorraine Crawford	McGrath Estate Agents	Sydney & Eastern Suburbs of Sydney	NSW	21	1	16	57	58	\$170,153,409	\$2,933,679
8	↑2	D'Leanne Lewis	Laing+Simmons Double Bay and Bondi Beach	Double Bay and Bondi Beach	NSW	26	2	25.65	61	50	\$189,225,000	\$3,784,500
9	↑7	Stephanie Williams	Harcourts Williams	Adelaide	SA	12	1	19.8	77	73	\$135,173,500	\$1,851,692
10	NEW	Annika Bongiorno	Stone Real Estate McMahons Point	McMahons Point	NSW	14	1	24	63	60	\$145,734,000	\$2,428,900
11	↑2	Nancy Hu	Fletchers Projects	Melbourne	VIC	10	1	28	371	287	\$213,070,980	\$742,408
12	NEW	Teena Vaughan	McGrath Estate Agents	Epping	NSW	20	4	13	75	115	\$124,121,379	\$1,079,316
13	↓10	Tracy Yap	Tracy Yap Realty Epping	Epping, Eastwood & Marsfield	NSW	20	2	29	85	82	\$122,127,000	\$1,498,491
14	↑8	Kate Strickland	Marshall White	Bayside	VIC	9	1	28	55	50	\$126,916,500	\$2,538,330
15	↓4	Catherine Dixon	Phillips Pantzer Donnelley	Sydney	NSW	8	1	21	61	59	\$123,550,264	\$2,094,072
16	NEW	Debbie Donnelley	Phillips Pantzer Donnelley	Eastern Suburbs	NSW	29	1	24	36	49	\$124,179,000	\$2,534,265
17	↑7	Marnie Seinor	McGrath Estate Agents	Maroubra, Botany & Little Bay	NSW	22	2	33	62	71	\$107,619,425	\$1,515,767
18	NEW	Mechlenne Douaihy	Merc Real Estate	Castle Hill	NSW	16	1	24.6	109	102	\$100,306,320	\$983,395
19	↑8	Georgi Bates	Cunninghams	Fairlight	NSW	16	3	24.39	51	57	\$101,240,000	\$1,776,140
20	↑9	Ruma Mundi	First National Hills Direct	Stanhope Gardens	NSW	15	4	50	132	102	\$91,505,950	\$897,117
21	↑9	Alexandra Stamatou-Buda	McGrath Estate Agents	Inner West	NSW	12	1	31	70	63	\$95,578,500	\$1,517,119
22	↓4	Romana Altman	Buxton Sandringham	Black Rock & Beaumaris	VIC	19	1	28	61	62	\$96,558,500	\$1,557,395
23	↑10	Rae Tomlinson	Marshall White	Malvern/Malvern East	VIC	31	2	21	37	39	\$122,375,000	\$3,137,821
24	↑2	Amanda Bonnici	Ray White Shellharbour Oak Flats Group	Shellharbour City	NSW	12	3	67	148	108	\$88,556,620	\$819,969
25	↓10	Ruth Roberts	Woodards Carnegie	Glen Huntly, Carnegie, Murrumbeena	VIC	23	1	23	112	105	\$88,175,588	\$839,768
26	NEW	Kate Smith	Raine and Horne Semaphore	Semaphore	SA	15	1	58.25	214	163	\$100,201,650	\$614,734
27	↑1	Sonya Treloar	Ray White Bridgeman Downs	Bridgeman Downs	QLD	7.5	1	32	129	118	\$90,080,060	\$761,454
28	↑14	Annabelle Feng	RT Edgar Boroondara	Suburbs within Boroondara City Council	VIC	11	1	28	67	46	\$105,771,776	\$2,299,386
29	NEW	Anna Younan	McGrath Estate Agents	Camden, Gledswood Hills & Grasmere	NSW	11	2	50	156	102	\$87,798,300	\$860,768
30	NEW	Liz Jensen	Kay & Burton	Portsea	VIC	31	2	120	54	49	\$97,457,000	\$1,988,918
31	NEW	Suzanne Hibberd	Abode Property Agents	Sutherland Shire	NSW	27	2	28	127	72	\$87,792,988	\$1,219,347
32	↑17	Catherine Baker	Belle Property Killcare	Killcare	NSW	8	2	70.95	67	63	\$86,088,000	\$1,366,476
33	↑7	Lynette Malcolm	Chadwick Real Estate	Turrumurra	NSW	10	2	37.03	44	26	\$99,896,001	\$3,812,824
34	↓11	Maria Cassarino	Stone Real Estate Seaforth	Seaforth	NSW	19	2	33	43	32	\$96,672,000	\$3,021,000
35	↑11	Cindy Kennedy	McGrath Estate Agents	Rozelle	NSW	15	2	17	41	44	\$88,778,000	\$2,017,682
36	↑2	Tanja Neven - Jones	O'Brien Real Estate Chelsea	Chelsea	VIC	15	1	26	105	104	\$74,142,600	\$712,910
37	NEW	Francesca Parrino	McGrath Estate Agents	Berowra	NSW	8	2	25	77	64	\$76,145,500	\$1,189,773
38	NEW	Michelle Stephens	O'Brien Real Estate Carrum Downs	Skye & Carrum Downs	VIC	8	3	18.63	140	124	\$73,734,093	\$594,630
39	NEW	Tina Tang	Strathfield Partners	Strathfield	NSW	13	0	28	90	87	\$69,411,000	\$797,828
40	NEW	Jessica Chea	First National Real Estate Waverley City	Glen Waverley, Mount Waverley	VIC	5	1	40	89	62	\$73,096,680	\$1,178,979
41	NEW	Debbie Chadwick	McGrath Estate Agents	Crows Nest	NSW	11	1	13	45	43	\$78,470,000	\$1,824,884
42	NEW	Jill Henry	Stone Real Estate - Lindfield	Roseville	NSW	10	1	32	31	29	\$81,592,000	\$2,813,517
43	NEW	Bev Adam	Jellis Craig	Fitzroy	VIC	16	1	24	42	34	\$78,883,250	\$2,320,096
44	NEW	Michelle Kerr	Abel McGrath Property Group	Nedlands	WA	6	1	15	47	47	\$73,440,000	\$1,562,553
45	NEW	Monique Dower	Belle Property Balmain	Balmain	NSW	19	3	33	47	38	\$76,998,000	\$2,026,263
46	↓33	Nicole Gleeson	Kay & Burton	Toorak	VIC	20	0	29	24	20	\$77,304,500	\$3,865,225
47	NEW	Nikki Janover	Gary Peer and Associates	St Kilda East	VIC	20	2	28	44	52	\$68,932,000	\$1,325,615
48	NEW	Cathy Cattell	PRD Hunter Valley	Maitland	NSW	9	2	67	89	131	\$67,615,550	\$514,578
49	NEW	Lindy Harris	One Agency Lindy Harris	Singleton	NSW	18	1	74	147	158	\$68,904,938	\$436,107
50	↑37	Samantha McCarthy	Hockingstuart	Wyndham City	VIC	8	2	23	120	128	\$65,800,000	\$548,333

Disclaimer: Real Estate Business has undertaken a process to ensure the accuracy of data used to formulate the Top 50 Women in Real Estate 2018 ranking. Data for the ranking was supplied by individual agents, offices and/or head offices. While Real Estate Business has attempted to validate the accuracy of data, any errors or omissions are the ultimate responsibility of the company or individual that supplied the data and associated information. To the full extent allowed by law, or ranking participants, its publisher Momentum Media and Momentum Media employees excludes liability for any loss or damage sustained by readers arising from the supply, use, or promotion of the Top 50 Women in Real Estate 2018 ranking.